



from the desk of the executive vice president

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INTERNATIONAL

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Montreal, Canada
Nagoya, Japan
Osaka, Japan
Ottawa, Canada
Quebec City, Canada
Rome, Italy
San Juan, Puerto Rico
Stuttgart, W. Germany
Tokyo, Japan
Toronto, Canada
Vancouver, Canada
Vienna, Austria
Winnipeg, Canada
Zurich, Switzerland

Year after year, people ask us ...

"WHAT BUSINESS ARE YOU IN?"

Perhaps you've wondered, too. You probably know we make paper punching and binding machines -- our name suggests that. But are you familiar with ALL of the products we produce?

- COLLATING MACHINES, for example. We manufacture the widest line of collators (paper gathering) on the market.
- And LAMINATING MACHINES. We make eight different models of continuous-feed laminators -- from a 4" desk size to a 60" floor model.
- As for our LOOSELEAF BINDERS AND COVERS, did you know you can order all of your cover stock from us -- printed in any way you want? Or you can choose from a variety of METAL looseleaf binders manufactured by us.

Our line of machines and products is now so broad we can't begin to tell you about all of them in one letter -- or one folder. So we've elected to tell you about the new developments in each line. Then we've enclosed a postage-paid reply card. We hope you'll use it to get more information about the products that interest you most.

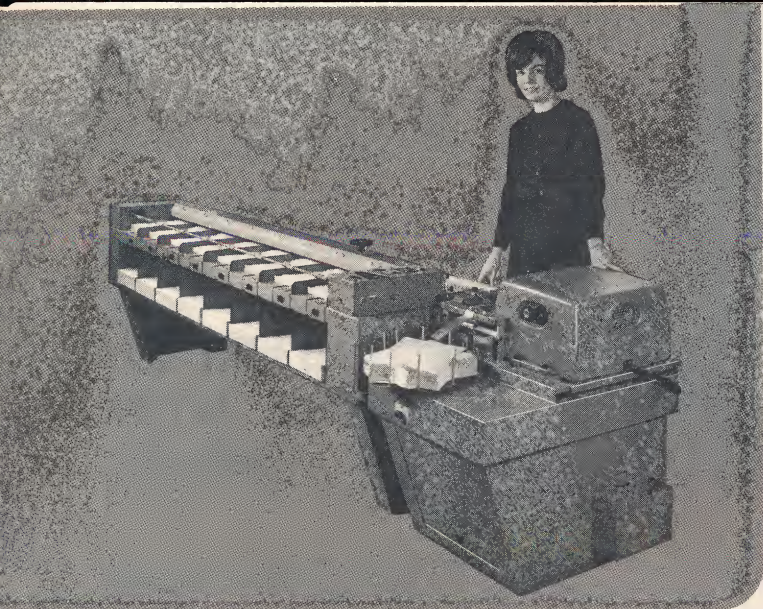
Why not take a few minutes right now to fill it out and drop it in the mail?

Sincerely,

W. R. Rothwell
Executive Vice President

Enclosure

general binding corporation, northbrook, Illinois



GATHER THE LOOSE SHEETS...

Do you know what, where, when, and how your company is collating? Perhaps not. Because your collating is probably being done in the mail room or some other out-of-sight place. And if it's being done by hand—or even by an improper model collator—GBC can **DRAMATICALLY REDUCE YOUR COLLATING COSTS.**

GBC machines collate **ELECTRICALLY**. There are a variety of models, for every conceivable type and volume of job. When you select the collator that's specifically suited to your needs, you'll find that GBC collators *pay for themselves*.

Latest in GBC's wide line of collators is the Automatic Eight. It can collate, punch or staple, and stack up to 24,000 sheets per hour **AUTOMATICALLY**. And there's no down time for loading. The GBC Automatic Eight can be reloaded without stopping your collating production.

from the printed page...

PUNCH...

Whatever is collated has to be bound. You can hold your pages together with a paper clip, tie them with string, use staples or wire—and all these methods work. But when you use GBC plastic binding, it's colorful, pages lie flat and stay flat, your books look professionally bound even though done by amateurs.

Anyone can use GBC's punching-binding system. Operating this Electric Punch takes no more skill than running a vacuum cleaner. Simply turn on the switch and feed in the paper. Punching occurs instantaneously as a lift of paper is placed against the side guide. Precision punching is guaranteed at speeds never before possible . . . and the punching dies will either punch in standard GBC multi-ring pattern, or in any other pattern you set.

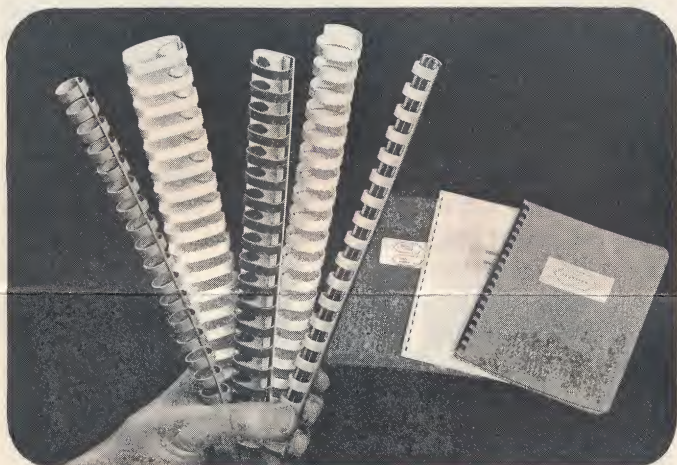


You *do* judge a book by its cover . . . and anything you type, duplicate, photograph, or print will look terrific when it's bound with GBC covers and bindings.

There are five major types of GBC plastic bindings; eight different cover stocks. Through combinations of color, style, and diameter size, however, you have a choice of 337 GBC bindings. In addition, 73 binding

lengths are available, from 3 rings to 76 rings.

All GBC plastic bindings are interchangeable with GBC metal rings. Two of the plastic bindings are looseleaf, which means pages can be added or deleted at any time. And both bindings and cover stock can be imprinted in any manner you wish.



**ADD COVERS AND PLASTIC
BINDING...**

to the bound book

A beginner can operate GBC's Electric Binder. Two finger-tip controls allow anyone to start at a snail's pace . . . and increase speed as skill increases with practice. Here is a machine that can be placed on a desk, takes no more room than a typewriter, yet can bind as many as 500 average-sized books in an hour.

This binding machine is one of several produced by GBC for use by anyone in your own organization. In addition to the Electric Binder, there are several manually-operated binders, including GBC's famous COMBO that punches and binds in one easy operation.

BIND...



USE MULTIPLE-RING METAL LOOSELEAF BINDERS...



One of the beauties of the GBC binding system is that all plastic bindings are **INTERCHANGEABLE** with GBC metal looseleaf binders. When would you use the metal looseleaf instead of plastic? When you're putting out a publication that's bound to take a beating through constant handling and long usage. Or a publication that's subject to frequent additions and deletions. Or you might use a metal looseleaf to collect a number of plastic-bound books in one cover.

A major breakthrough in metal looseleaf binders is the GEBEX LP—a binder that is made of a solid sheet of linear polyethylene (no side boards) and is virtually indestructible. This new binder will not break when subjected to test temperatures of -200° to $+180^{\circ}$ F; cannot be torn even when cut part way with a knife; is unaffected by grease, chemicals, acids, or solvents of any sort. Like others in the GBC family of metal looseleaves, this binder can be imprinted or personalized for your own organization.

... the finishing touch

...AND LAMINATE

The idea of being able to laminate—**RIGHT AT YOUR OWN DESK**—any paper you want to protect, is still so new it's almost unbelievable.

With any of GBC's desk-top laminating machines, you simply push a button, wait a few seconds for the machine to heat, then start feeding pages into the rollers. Whether tissue-thin or of cardboard stock, your important papers roll out the back of the machine **SEALED FOR LIFE** in GBC's tough, transparent Estellite® plastic film. They'll withstand high heat, extreme cold, constant handling, and they're impervious to water, oil, grease, and most acids.

The laminator pictured at the left is one of four new models recently introduced by GBC. It will laminate papers up to 11" wide and *any length*, because all GBC laminators operate on a continuous-feed principle. With eight models to choose from, ranging from a 4" desk-top to a 60" giant press size, there is a GBC laminator to fit your needs.

